

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Applica Consumer Products, Inc.	Windmere Corporation	10/15/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	HP Intellectual Corp.
Street Address:	2751 Centerville Road, Suite 352
Internal Address:	Attn: John P. Garniewski
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1099399	SHOWER ACTION

CORRESPONDENCE DATA

Fax Number: (203)741-0058

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 203-741-0718

Email: barry.deutsch@applicamail.com

Correspondent Name: Barry E. Deutsch

Address Line 1: 35 Thorpe Avenue

Address Line 2: Suite 104

Address Line 4: Wallingford, CONNECTICUT 06492

NAME OF SUBMITTER:

Jennifer N. Correa

Total Attachments: 2

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CH 1099399 \$40.00

ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, **APPLICA CONSUMER PRODUCTS, INC.**, (formerly known as Windmere Corporation), a corporation organized and existing under the laws of the State of Florida, having its principal office and place of business at 3633 Flamingo Road, Miramar, Florida 33027 (hereinafter the "Assignor") is the owner of the United States Trademark which is identified as: SHOWER ACTION, Registration No.1,099,399 (hereinafter, the "Registration");

WHEREAS, **HP INTELLECTUAL CORP.**, a corporation organized and existing under the laws of the State of Delaware, having its principal office and place of business at 2751 Centerville Road, Suite 352, Wilmington, Delaware 19803, Attention: John P. Garniewski, Jr. (hereinafter, the "Assignee") is desirous of acquiring the entire right, title and interest of Assignor in and to said Registration;

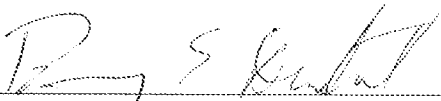
NOW, THEREFORE in consideration of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration not herein specifically enumerated, the receipt and sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these present does hereby sell, assign and transfer unto the Assignee, its successors, assigns or other legal representatives, Assignor's entire right, title and interest including the good will associated therewith, and any common law rights in and to the said United States Registration with all rights thereunder as the same would have been held by the Assignor had this Assignment and sale not been made, Assignor reserving no rights unto itself.

The foregoing sale, assignment and Transfer shall include all claims for profits and damages of past infringement, if any, of said Registration with the right to sue for

and collect the same for the Assignee's own use and advantage and for the use and advantage of its successors, assigns or other legal representatives.

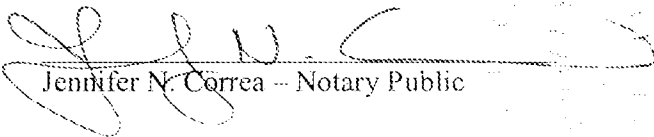
IN WITNESS WHEREOF, the Assignor has caused this instrument to be signed by a duly authorized corporation officer and its corporate seal to be hereto affixed, intending thereby to be legally bound the 15th day October, 2004.

APPLICA CONSUMER PRODUCTS, INC.

By: 
Name: Barry E. Deutsch
Title: Senior Director, Intellectual Property

STATE OF CONNECTICUT)
) ss: Wallingford
COUNTY OF NEW HAVEN)

On this 15th day October, 2004 before me, Jennifer N. Correa personally appeared Barry E. Deutsch, who acknowledged himself to be a Senior Director, Intellectual Property of Applica Consumer Products, Inc. and is known to me to be a Senior Director, Intellectual Property of Applica Consumer Products, Inc. and is authorized to execute documents on behalf of the corporation.


Jennifer N. Correa -- Notary Public

My Commission Expires: April 30, 2007